

## **Abstract**

The bachelor thesis *Women sports in Czech Television's Branky, body, vteřiny* deals with representation of women sports in the main sports news programme of the Czech Television, *Branky, body, vteřiny* in years 2010 and 2019. On several chosen broadcasts, it investigates the amount of representation of women sports (in comparison to men sports) and its differences between years 2010 and 2019. The thesis is divided into two parts. The theoretical part, with the help of existing scientific literature, examines the topic of gender inequality and its relation to the area of sports. Furthermore, through specific examples it describes the situation of women sports in the world and the Czech Republic from the view of active sportswomen and women functionaries. Special attention is paid to the relationship between women sports and media. In the chapter *Ženský sport a média*, we reflect existing knowledge through scientific papers and various media research. Also introduced is the core of our analysis, the programme *Branky, body, vteřiny*. The analytical part, by the means of quantitative content analysis, deals with the amount of coverage of women sports and its comparison with the coverage of men sports. It also examines the factors which could have possibly influenced the observed amounts (for example authorship), and types of covered sports. The goal was to find out whether after ten years, the intensity of women sports coverage in the *Branky, body, vteřiny* programme has changed and what could have possibly caused such changes.